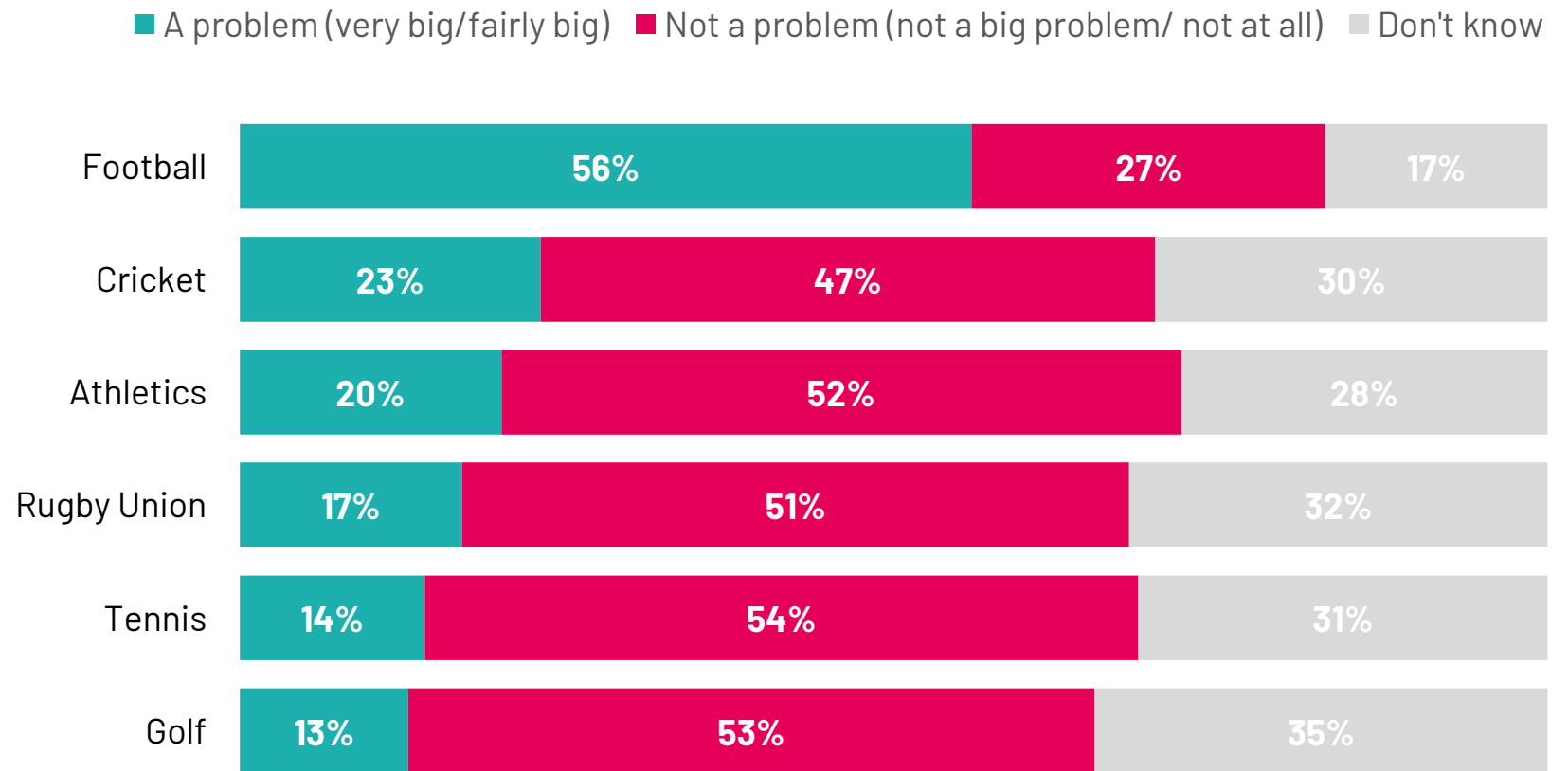


Ipsos Racism in football

October 2024



More than half (56%) of UK adults view racism as a problem in professional football, compared to less than one quarter for each of the other sports listed.



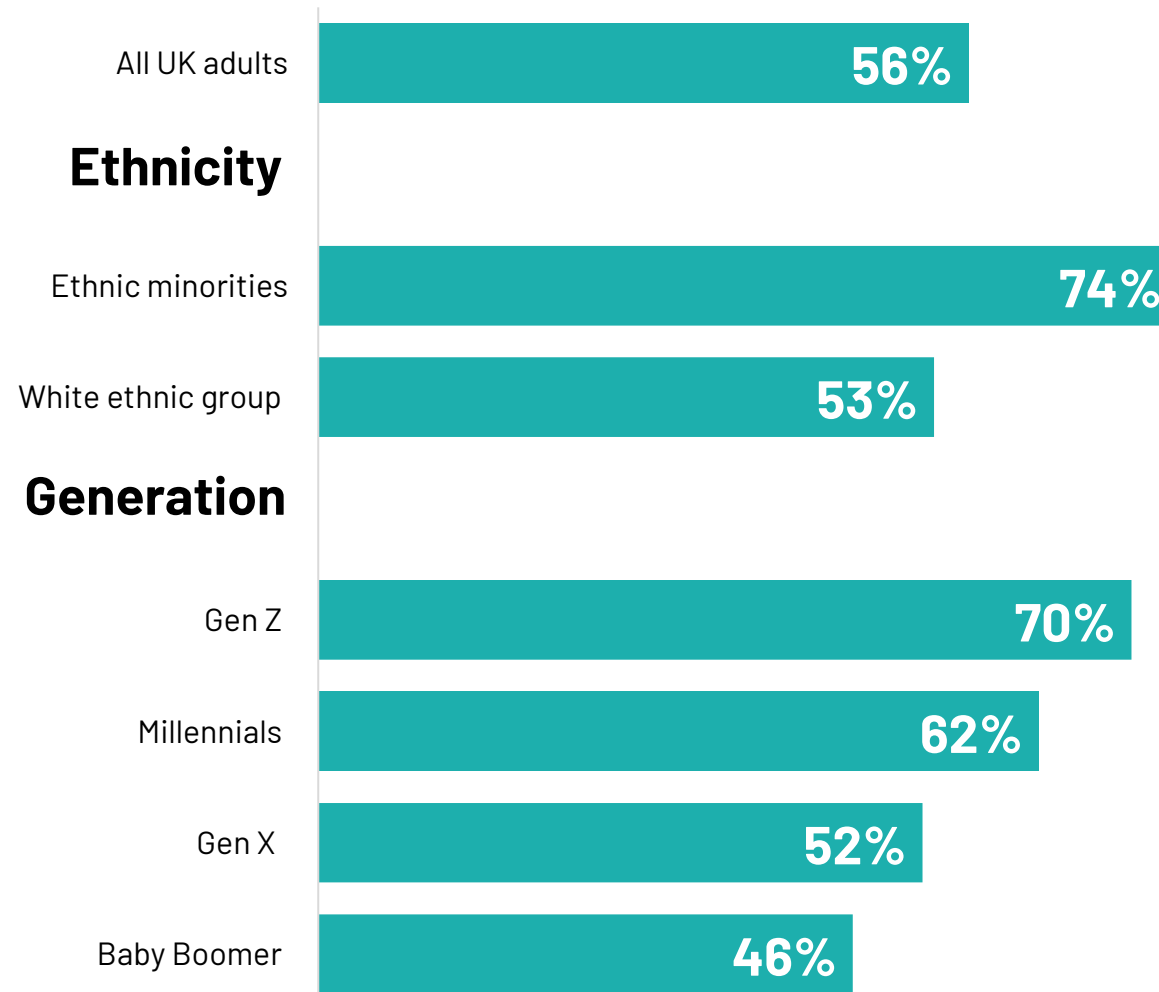
To what extent, if at all, do you consider racism to be a problem in the following professional sports?

Base: 2,918 Online UK adults aged 16-75, 1st – 4th October 2024

More than half of UK adults consider racism to be a problem in professional football.

This rises to three quarters among ethnic minorities (74%).

Very big / fairly big problem



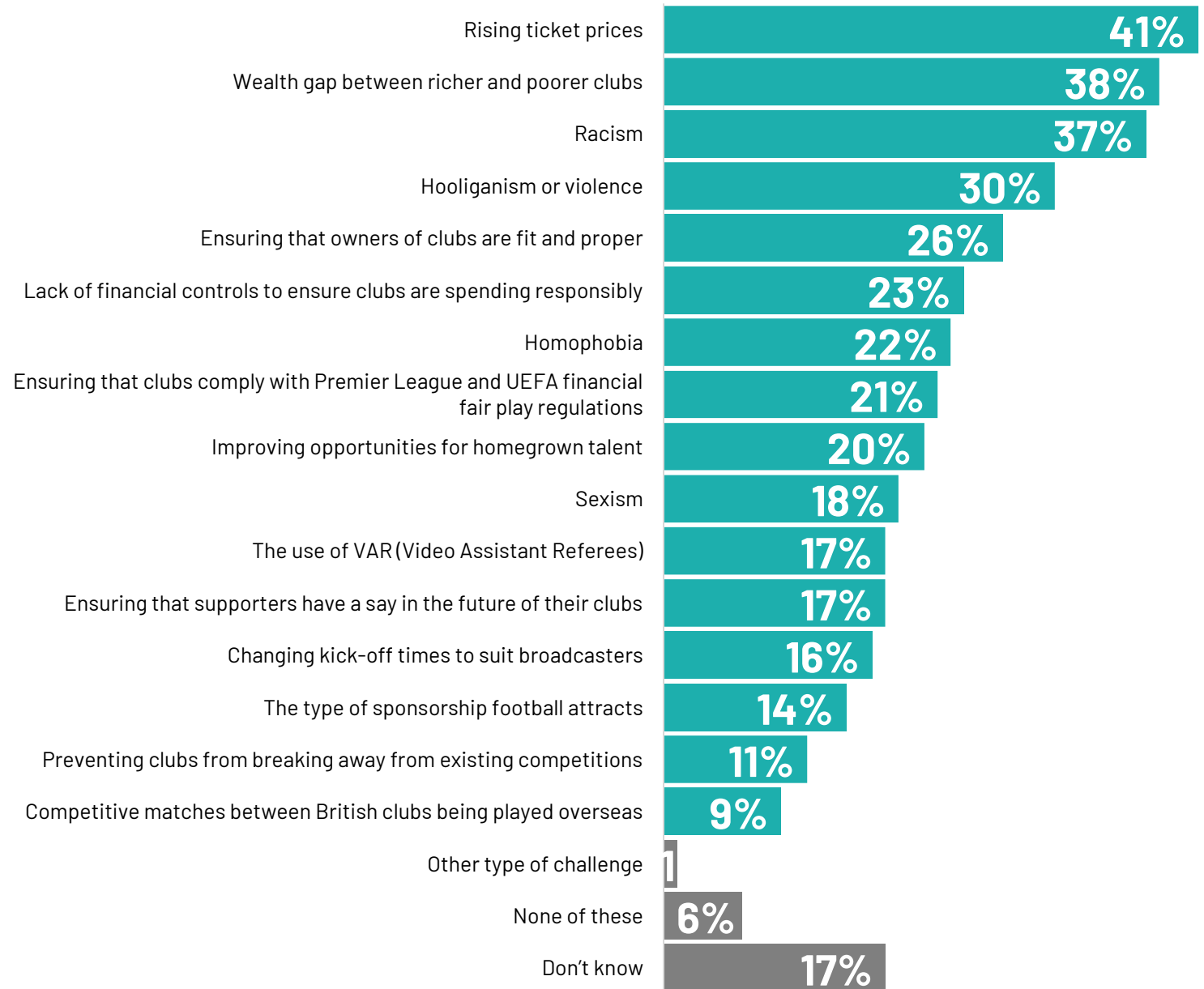
To what extent, if at all, do you consider racism to be a problem in the following professional sports? - Football

Base: 2,918 Online UK adults aged 16-75, Gen Z (424), Millennials (930), Gen X (755), Baby Boomer (809), Ethnic minorities (638), White ethnic group (2,266)

1st - 4th October 2024

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4 in 10 (41%) of UK adults view rising tickets prices as a serious challenge for professional football, followed by the wealth gap between richer and poorer clubs (38%) and racism (37%).



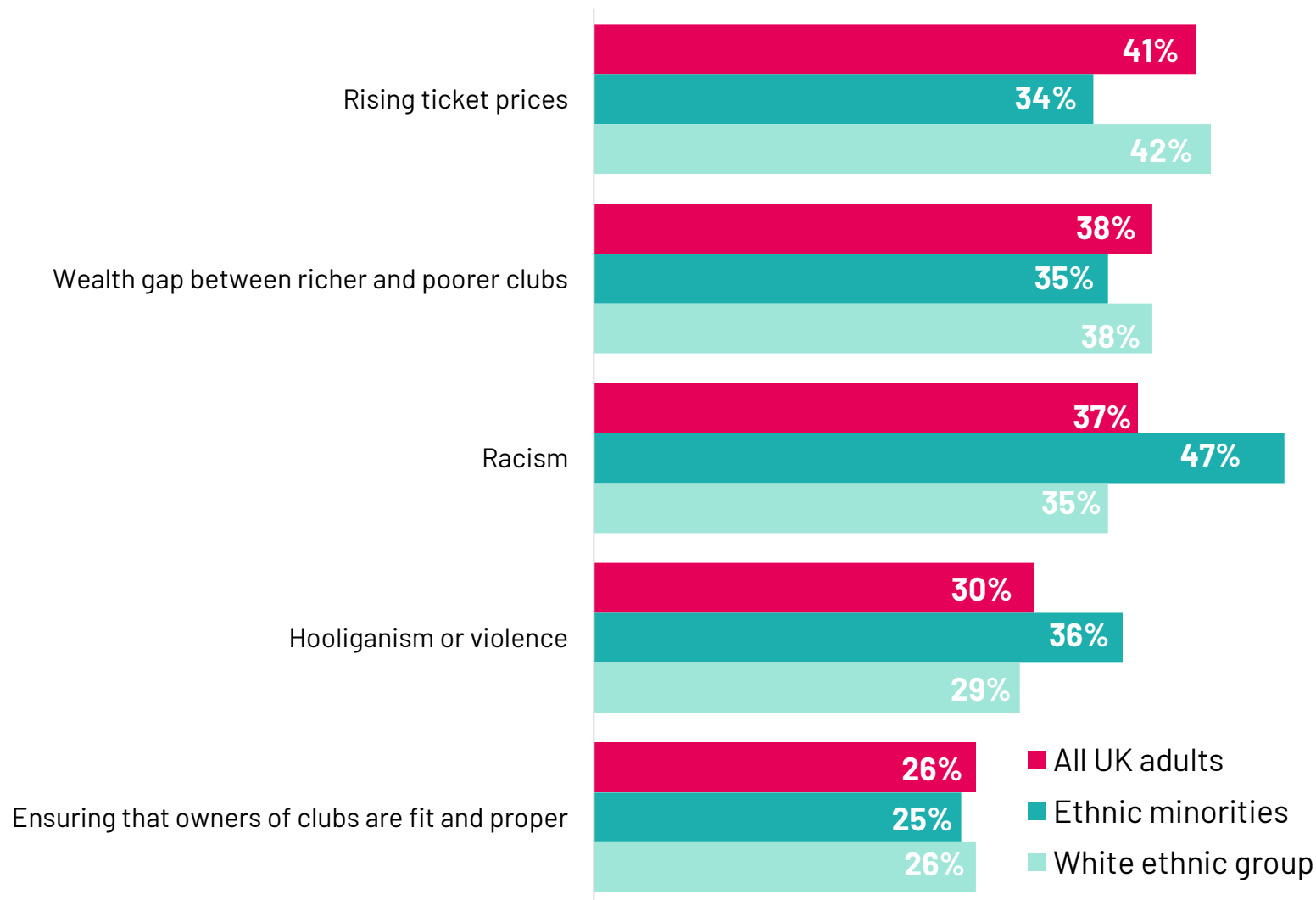
Which, if any, of the following do you see as the most serious challenges for professional football in Britain these days? Please choose as many as apply.

Base: 2,918 Online UK adults aged 16-75, 1st - 4th October 2024

Rising ticket prices, wealth gap between richer and poorer clubs and racism are seen as the most serious challenges in football for UK adults.

Amongst ethnic minorities, racism is seen as the most serious challenge, with over 4 in 10 (47%) citing it.

Most serious challenges in professional football split by ethnicity (top 5):



Which, if any, of the following do you see as the most serious challenges for professional football in Britain these days? Please choose as many as apply.

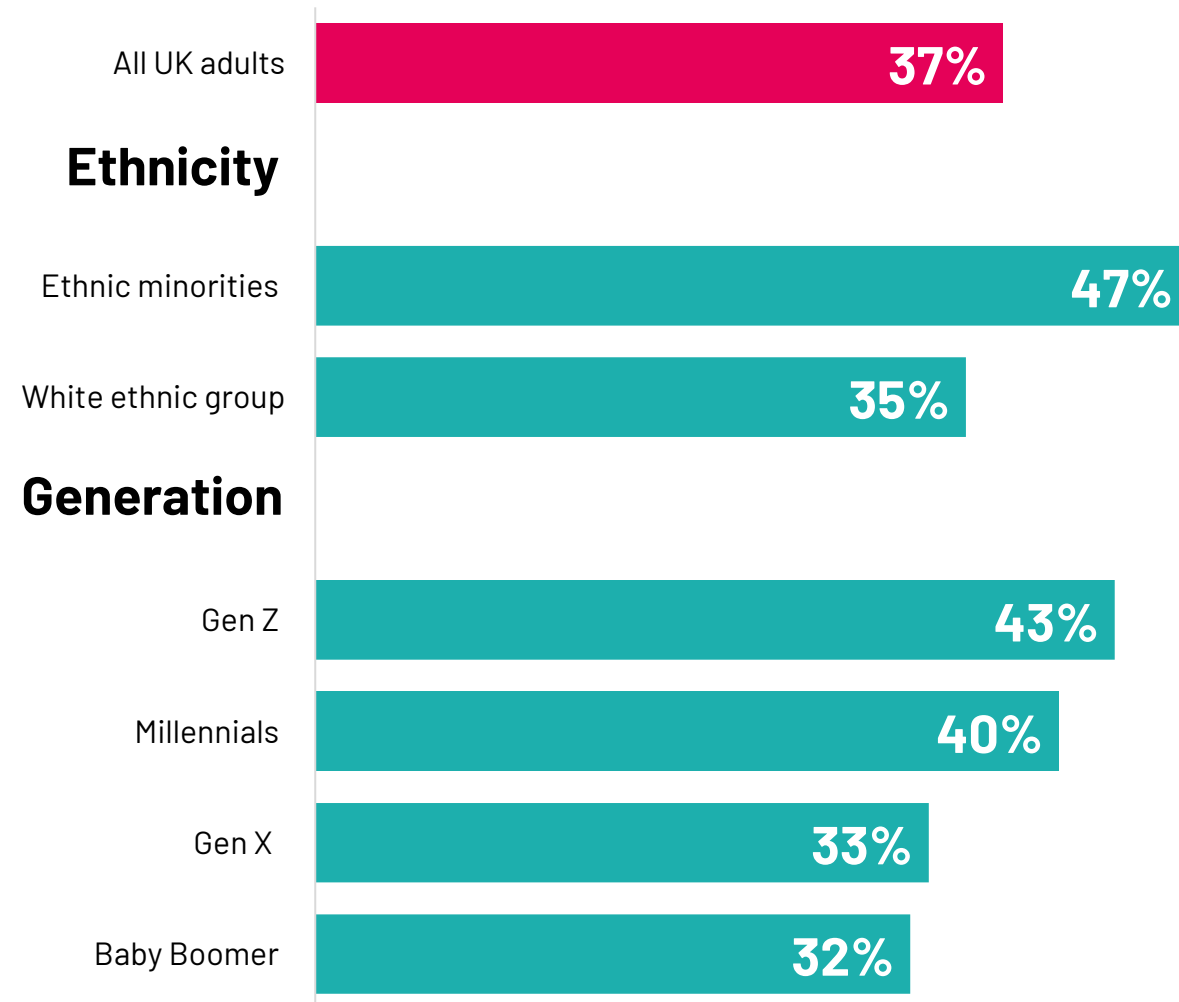
Base: 2,918 Online UK adults aged 16-75, Ethnic minorities (638), White ethnic group (2,266)

1st - 4th October 2024

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Gen Z and Millennials are more likely to view racism as a serious challenge compared to other generational cohorts.

Selected 'Racism' as a serious challenge in professional football:



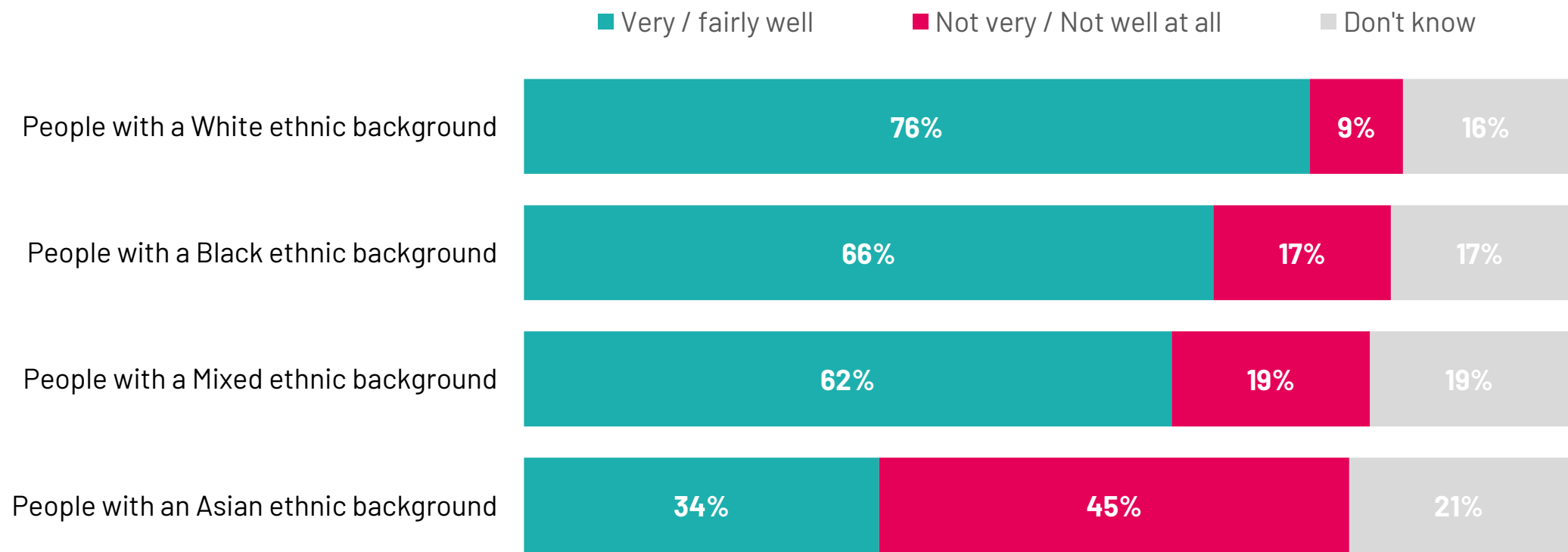
Which, if any, of the following do you see as the most serious challenges for professional football in Britain these days? Please choose as many as apply. – Racism

Base: 2,918 Online UK adults aged 16-75, Gen Z (424), Millennials (930), Gen X (755), Baby Boomer (809), Ethnic minorities (638), White ethnic group (2,266)

1st – 4th October 2024

More than 4 in 10 (45%) of UK adults think that people with an Asian ethnic background are not represented well, or at all, in football.

Extent to which different ethnic backgrounds are represented in professional football



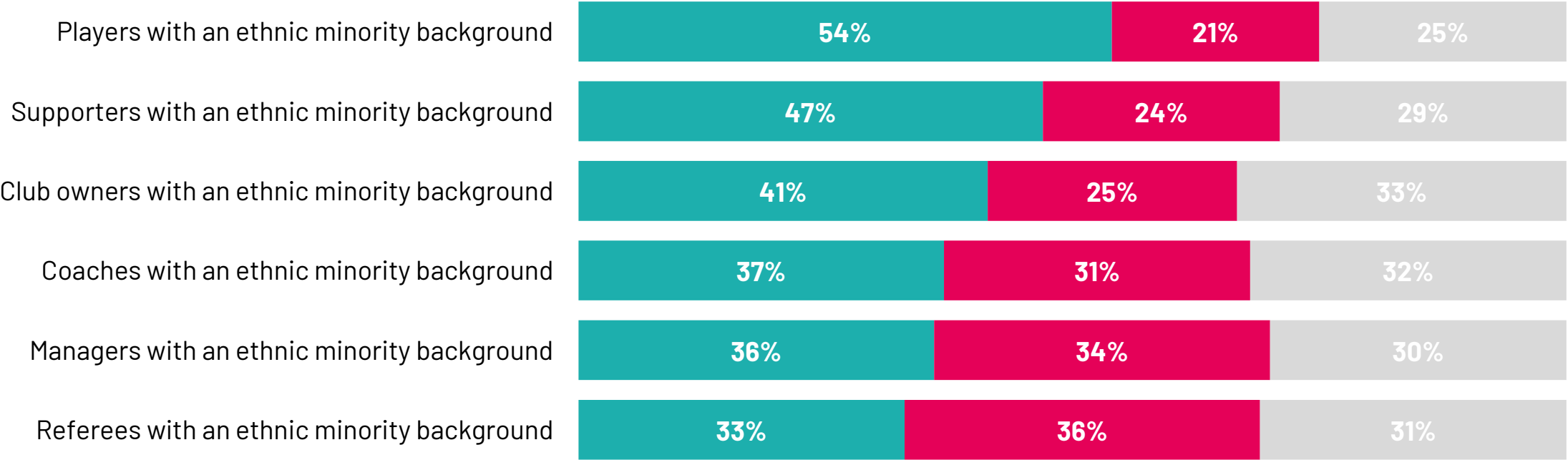
How well, if at all, do you think each of the following groups are represented in professional football in Britain today?
Base: 2,918 Online UK adults aged 16-75
1st – 4th October 2024



Just over a third of UK adults say that referees (36%) and managers (34%) with an ethnic minority background are not well represented in professional football in Britain today.

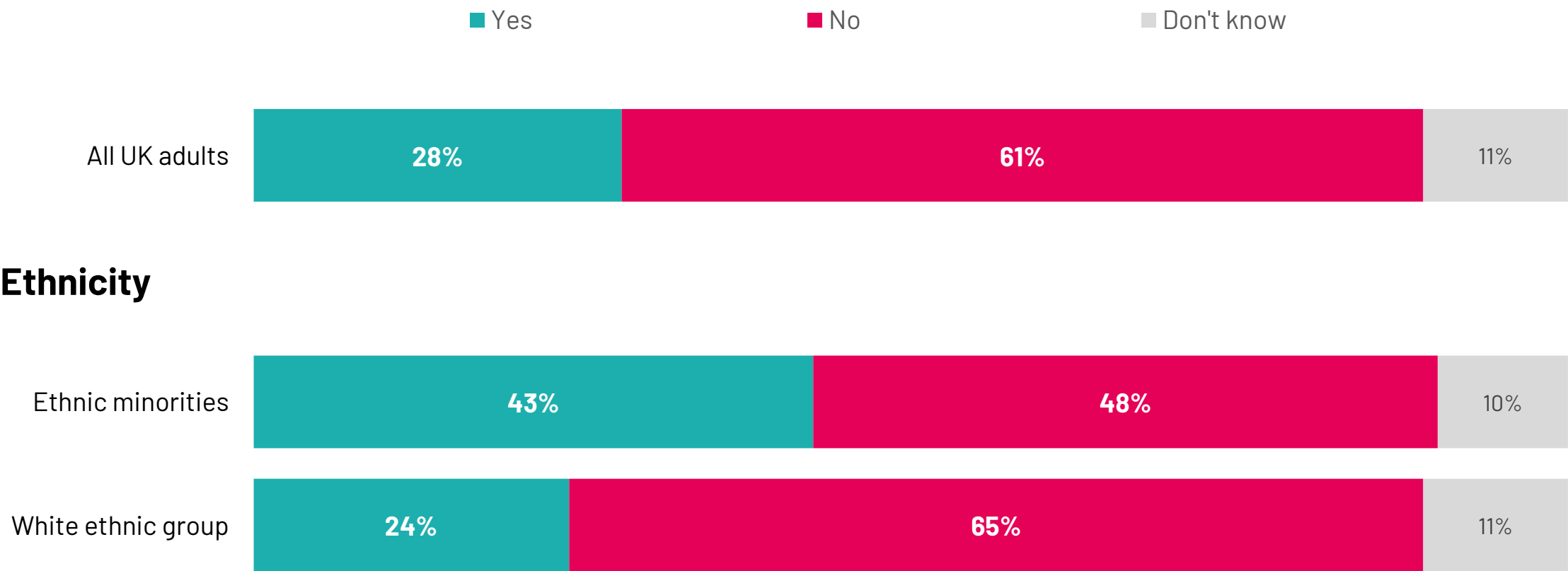
Extent to which different ethnic backgrounds are represented in professional football

Very / fairly well Not very / Not well at all Don't know



How well, if at all, do you think each of the following groups are represented in professional football in Britain today?
Base: 2,918 Online UK adults aged 16-75
1st - 4th October 2024

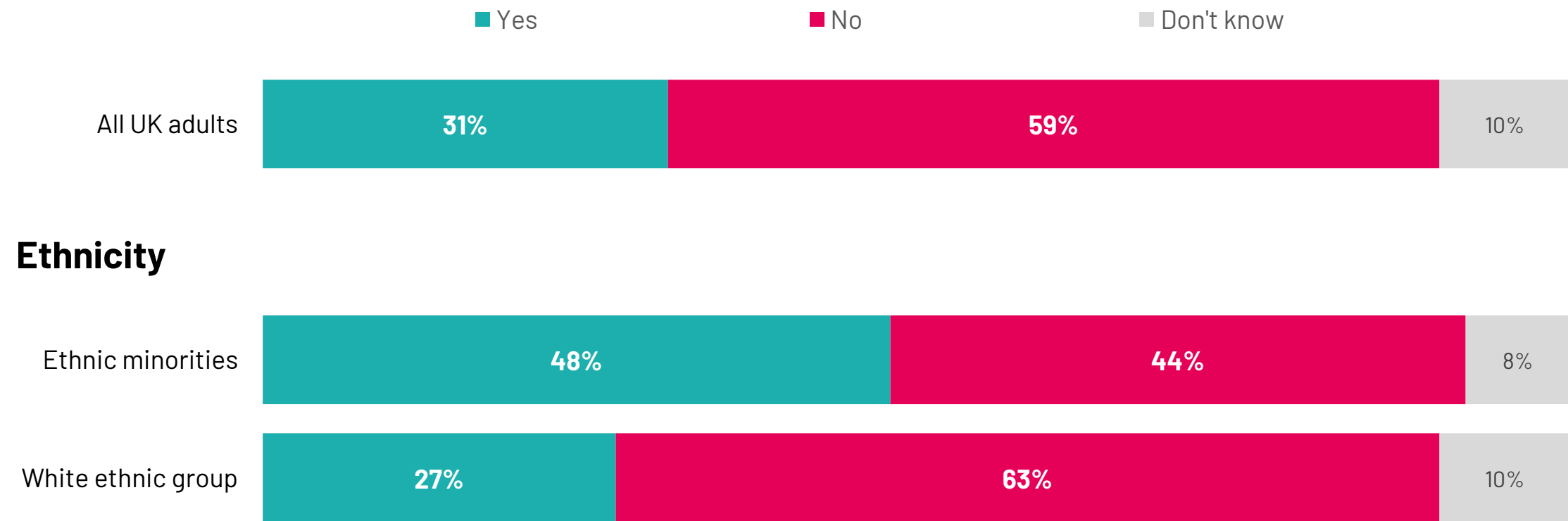
Just under 3 in 10 (28%) UK adults hear racist chanting at football matches, rising to 4 in 10 (43%) amongst ethnic minorities.



Nowadays, do you ever personally hear racist chanting at football matches that you attend in person?
Base: 1,194 Online UK adults aged 16-75 who attend football matches in person nowadays, Ethnic minorities (326), White ethnic group (862) 1st - 4th October 2024



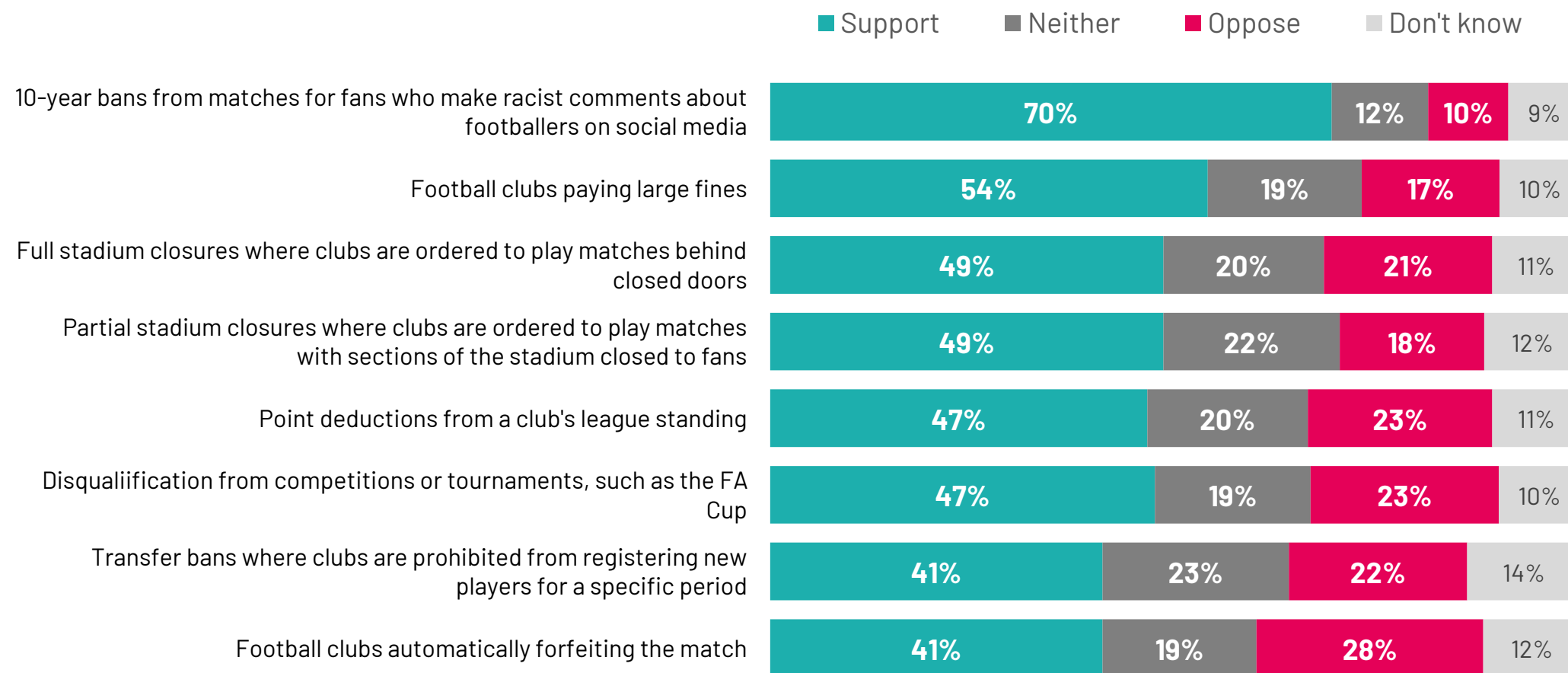
3 in 10 (31%) UK adults hear racist comments towards football players at football matches, rising to more than 4 in 10 (48%) amongst ethnic minorities.



Nowadays, do you ever personally hear racist comments towards football players at football matches that you attend in person?
Base: 1,219 Online UK adults aged 16-75 who attend football matches in person nowadays, Ethnic minorities (335), White ethnic group (877)
1st - 4th October 2024
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7 in 10 UK adults support a 10-year ban from matches for fans who make racist comments about footballers on social media.



To what extent, would you support or oppose each of the following sanctions if a club's supporters engaged in racist chanting or racist behaviour at matches?

Base: 2,918 Online UK adults aged 16-75, 1st - 4th October 2024

**Over 4 in 10 (44%)
of UK adults say
that efforts to
tackle racism in
football have not
gone far enough.**

Opinion on efforts to tackle racism in football

■ Too far ■ The right amount is being done ■ Not gone far enough ■ Don't know

All UK adults



Ethnicity

Ethnic minorities



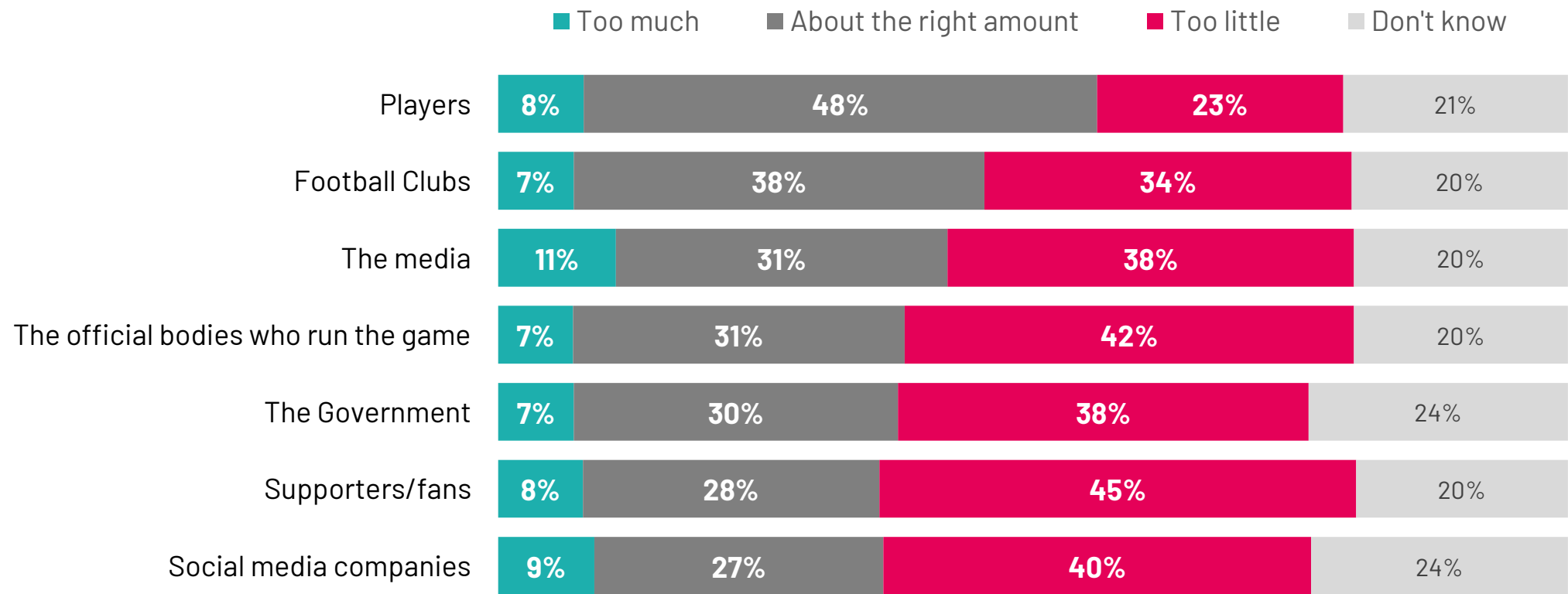
White ethnic group



To what extent do you think efforts to tackle racism in football have gone too far or not far enough, if either?

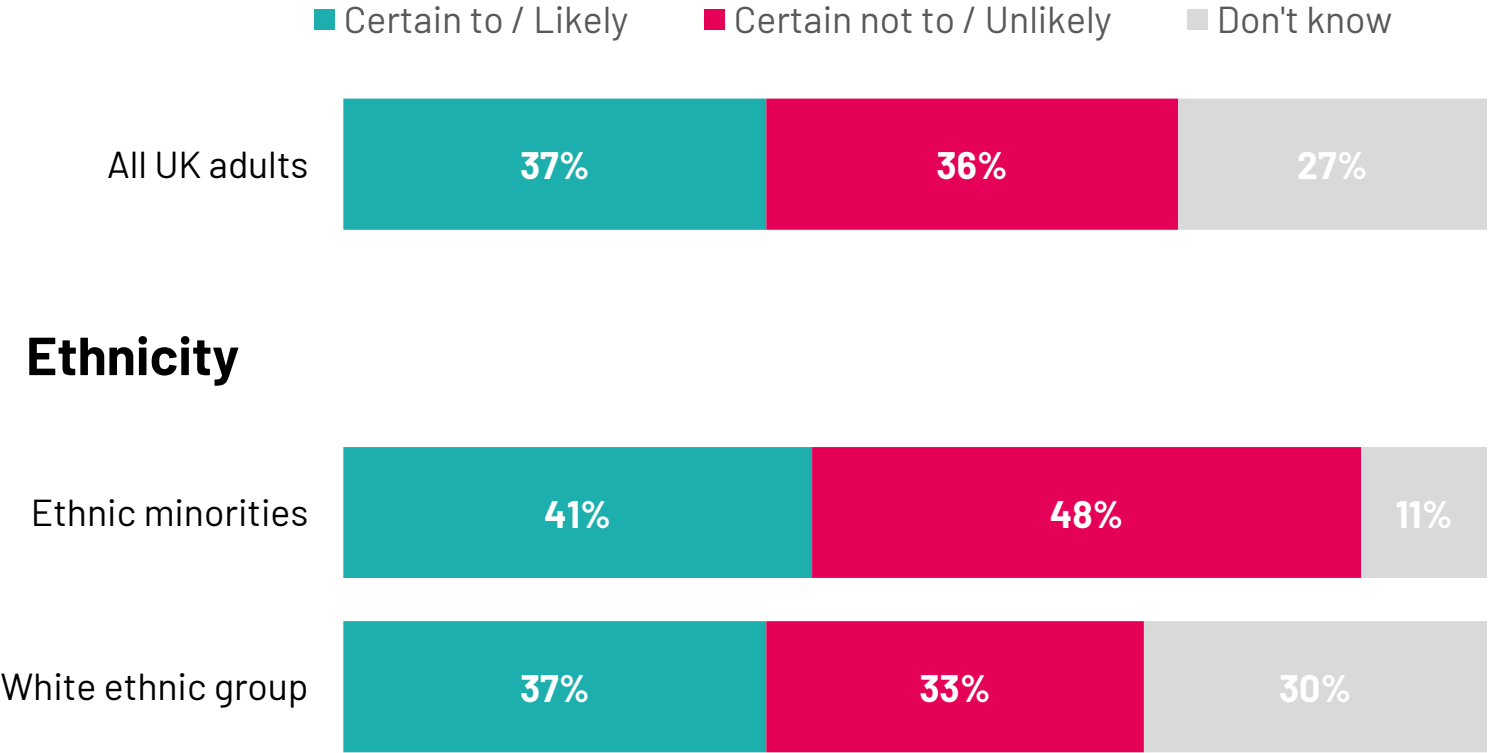
Base: 2,918 Online UK adults aged 16-75, Ethnic minorities (638), White ethnic group (2,266) 1st - 4th October 2024

Just under half (48%) of UK adults believe players are doing about the right amount to address racism. Supporters/ fans, official bodies and social media companies are identified the most as the groups doing too little.



Do you think that the following are doing too much, not enough or about the right amount to address racism in professional football in this country?
Base: 2,918 Online UK adults aged 16-75, 1st - 4th October 2024

Adults of an ethnic minority background have a greater pessimism that there will be an England football team manager who is Black, Asian or of a Mixed ethnicity background within the next five years.



How likely, if at all, do you think there will be a manager who is Black, Asian or of a Mixed ethnicity background managing the England football team within the next 5 years?
Base: 2,918 Online UK adults aged 16-75, Ethnic minorities (638), White ethnic group (2,266)
1st - 4th October 2024
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Technical note

- The research was carried out by Ipsos.
- Ipsos interviewed a representative sample of 2,918 adults aged 16-75 in the United Kingdom using its online i:omnibus between 1st-4th October 2024.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
- A boost of 404 ethnic minorities (excluding White minorities) and a Scottish boost of 342 participants was included.
- The data has been weighted to the known offline population proportions for age and working status within gender, and for government office region, social grade and education, to reflect the adult population of the United Kingdom.

Note on Generation demographic: The age ranges for the generations are as follows: Baby Boomers: aged 57-75, Generation X: aged 43-56, Millennials (Generation Y): aged 27-42 and Generation Z: aged 16-26.

For more information, please contact the team at ipsos.com/en-uk/omnibus-surveys



October 2024 Racism in football

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